

Abstract

Title: Schedule Innovations for the Czech Tourist Club, Department Kobylišy

Objectives: The objective of this Bachelor Thesis is to improve the schedule of events for the Czech Tourist Club, Department of Kobylišy. To find out what factors influence decisions about participation in club events. To create a plan of action customized according to the identified interests, wishes and possibilities of members of the Czech Tourist Club, Department Kobylišy, which will help increase the participation of members in the club events.

Methods: Method of work is a market research in a form of a written interview. It is a structured quantitative research. Several years of personal observations were used as complementary methods.

Results: The results indicated that the membership in the Club of Czech Tourists, Department Kobylišy, consists essentially of two age categories and it is necessary to target events according to their preferences and interests. In the practical part the results of the written questioning, under which the proposed enhanced planning events for the Department of Kobylišy are described and graphically showed. It is recommended a total of 16 shares mostly of pedestrian nature combined with cycling in the course of one year. The proposed improved plan will be used in the Czech Tourist Club, Department of Kobylišy.

Keywords: tourism, organizations, questionnaire, leisure activities